

THE STOKE POGES SCHOOL

Photography and Video Policy

Governors Committee Responsible for the Policy	Teaching and Learning Committee
Date Approved	January 2021
Recommended Review Period	Biennial
Date for Review	January 2023
Person Responsible for the Policy	Headteacher

Principles

This policy details the rules governing photography and recording videos at the school, the distribution of these photos and videos, and their publication on the internet. It covers the rules for staff, governors and parents/carers, and is founded on four main principles.

Safety

The overriding priority is to ensure that photography does not lead, either directly or indirectly, to anything that may potentially endanger the safety of the children at the school.

Privacy

We believe that every child and parent is entitled to their own privacy, and can therefore directly choose not to feature in photographs or videos recorded at the school.

Projecting the right image

Photographs taken at school should not do anything that may cause embarrassment to the school, the children or the staff.

Sharing children's achievements

It is natural for every parent to want to share their children's activities and achievements at the school with their friends and family. This school is keen to allow this as much as possible, while keeping this in balance with the first three principles.

Consent

When a child joins the school, their parent or guardian is asked for consent for the child to appear in photos/videos on the school website and Twitter, school prospectus and other publications, internal displays, newsletter, performances and for assessment purposes. The school encourages all parents to provide consent, as it enables us to include all the children in depictions of school life, but we recognise and respect the right to refuse consent. Parents may withdraw consent at any time, or grant consent if they had previously declined.

School Website

The school endeavours to publish on the school website a selection of photos and videos of school events and general school life. Any material published to the website must be assessed to ensure it meets the following safeguarding rules:

1. It must not feature any child whose parent or guardian has not given consent.
2. It must not offer any means of identifying a child by name.
3. It must not in any way embarrass the school or the children and staff involved.

Photos and video intended for the school website should be taken either by a member of staff, or another person (typically a parent or governor) authorised by the Headteacher. These photos and videos must be approved by the Headteacher prior to publication on the website; the mechanism for doing this should be agreed by the Headteacher and the photographer.

Rules for Parents, Guardians and Governors

Parents and guardians are permitted to take photographs and record videos at designated school events, as long as they agree to the conditions described in this policy.

These events include:

- Harvest Festival
- Sports Day
- Class assemblies
- Sports events
- Christmas Fayre
- Productions and Year 6 Leavers' Service
- Music concerts
- PTA events for the children

At these events, photos may only be taken at the location of the event. For most of these, this is the school hall. For sports day, it includes the playground and field. It is not permitted to take photos in classrooms or elsewhere in the school unless explicitly authorised by the Headteacher.

Outside designated events

It is not permitted to use a camera on school premises **at any other time** outside these designated events unless explicitly authorised by the Headteacher.

Volunteers on school trips

If a parent is on a school trip they are not permitted to take photographs or videos of the children. These will be taken by the teacher or designated person.

Distribution and publication of photos and videos

Photos taken at these events are for your own personal use only. They may be shared by email with friends and family, but **must not** be published on **any** internet site. This includes Facebook, Twitter, YouTube, Pinterest and all other social media services.

Sharing photos on the school website

As described above, the school endeavours to publish a selection of photos and videos from events on the school website. You may share links to these pages on social media services, because any photos or video appearing on the school website will have been checked to ensure they conform to all the safeguarding rules. These links will cease to work once the photos have been removed from the school site.

You may download the photos from the school website for your own personal use, but you may not republish them anywhere on the internet.

Photos featuring only your own children

There is one exception to the internet publication rule. If the photo or video includes **only** your own children, you may share it on the internet however you like. For this exception to apply **there must be no other children in shot**, however briefly or clearly they can be seen. The reason for this exception is that the school recognises that how you use photos of your own children is a decision purely for you.

Withdrawal of permission

Failure to adhere to these conditions may, at the discretion of the Headteacher, lead to a withdrawal of permission to use a camera at future events.

Children who should not be identified

Where 'Looked After Children' (LAC) are concerned, we check consent on the corporate parent's behalf with the social worker, and there may be other situations (in adoption placements or following a resettlement from domestic violence for example), where a child's security is known by the class teacher to be at stake, indicating the need for extra care.

Every effort will be made by the school to prevent capturing of the image of any child who should not be identified.

Rules for Staff

- Staff may take photos and video anywhere within the school for the purposes indicated on the parental consent form.
- These may be published to the school website if they conform to the safeguarding rules described above.
- They may not be published on any other internet or social media site, except those that are used by the school website.
- Subject to approval of the Headteacher, photos and videos may be stored on secure, password-protected internet services for archival or transfer purposes.
- They may be shared with other members of staff by email to support teaching at work. They may not be shared with friends or family.
- The school Ipads or cameras should be used to take photographs where possible. Members of staff who are also parents or guardians of children at the school are permitted to take photographs at school events under the terms described in 'rules of parents, guardians and governors'.

External Photographers

Terms for external photographers, such as local newspaper photographers, must be agreed in advance with the Headteacher. These are considered on a case-by-case basis, and must conform to the safeguarding rules described above.

Headteacher		Date	
Chair of Governing Board Committee		Date	